

## MEDIA KIT 2022

OMNIBUSREVUE Tourism  
Better in management, technology and tourism

[www.omnibusrevue.de](http://www.omnibusrevue.de)





### **WHAT DOES THE OMNIBUSREVUE OFFER?**

The **OMNIBUSREVUE** is the guidepost for the bus industry and other providers of group travels. It supports entrepreneurs and managers with sound contributions tailored to the industry, tips for the everyday business, current legal articles, detailed vehicle tests and technical novelties plus useful information about group tour trends and destinations.

This magazine is completed by a broad online supply of the latest news, a vehicle database and movies on BUS TV.

### **THE BRAND OMNIBUSREVUE COMPRISES**

- Magazine
- Online Portal
- Newsletter
- Books
- BUS TV





**monthly**

10 ISSUES

**73. year**

2022

**www.omnibusrevue.de**

WEB ADDRESS (URL)

**bdo, RDA, VPR**

MEMBERSHIP

Specialist media are the perfect advertising means – **78 %** consider advertisements in specialist media as beneficial.

Anyone advertising in specialist media confirms his relevance in the market and enhances it.

Source: B2B decision-maker analysis 2017/Deutsche Fachpresse (German Trade Press), Frankfurt am Main



**PUBLISHING HOUSE:** Verlag Heinrich Vogel  
Springer Fachmedien München GmbH  
Aschauer Straße 30,  
81549 Munich, Germany  
Phone +49 89 203043-0  
E-mail sales.vhv@springernature.com  
www.springerfachmedien-muenchen.de



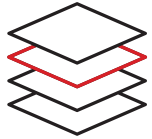
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**7,000**

**PRINT RUN OMNIBUSREVUE\***

**6,762**

**ACTUAL DISTRIBUTED CIRCULATION (ADC):\***

**2,458**

**PAID CIRCULATION\***

PRINT



DIGITAL

**7,661**

**VISITS\*\***

(average of three months, April to June 2021)



**16,969**

**PAGE IMPRESSIONS\*\***

(average of three months, April to June 2021)



**2,040**

**NEWSLETTER SUBSCRIBERS\*\*\***

(August 2021)

**69 %** of the professional decision-makers use the specialist media in both print and digital form (crossmedial).

Source: B2B decision-maker analysis 2017/Deutsche Fachpresse (German Trade Press), Frankfurt am Main

\* Circulation figures: own data collection

\*\* Online access control: IVW certified ([ausweisung.ivw-online.de](http://ausweisung.ivw-online.de))

\*\*\* Dispatch: own data collection, current figures on request

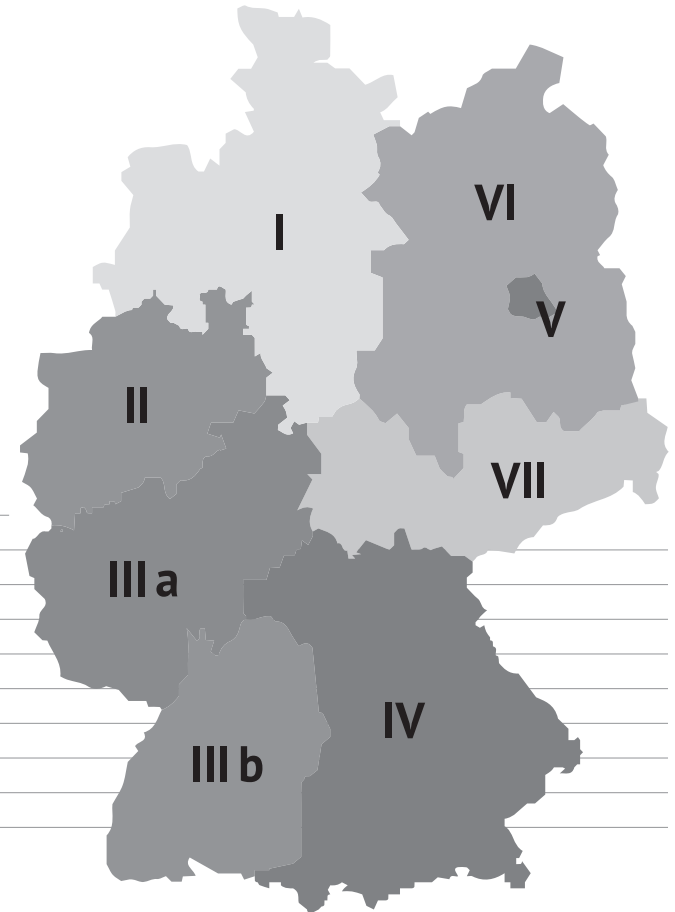


### **DISTRIBUTION BY NIELSEN AREAS:**

Find out more about the regional circulation distribution of your target group!

Distribution range of the magazine OMNIBUSREVUE:

Nielsen region	Actual distributed inland circulation*
I	676
II	916
III a	981
III b	1,084
IV	1,673
V	669
VI	232
VII	336
<b>Total</b>	<b>6,567</b>





### **WHO ARE THE READERS OF OMNIBUSREVUE?**

Considerably more than three quarters of all readers of the OMNIBUSREVUE occupy top positions in their companies. They are mostly owners, chief executives or managers and possess a high level of decision competency.

As an objective and trustworthy trade magazine for the group travel industry, the OMNIBUSREVUE primarily targets proprietors and senior managers who are key players in the industry

**93 %** act as direct decision-makers.

Source: Readership structure analysis 2016 carried out by TNS Infratest Medienforschung GmbH, Bielefeld.

### **SUBSCRIPTION**

ISSN 1436-9974

#### **Annual subscription price**

Inland: € 129.30 incl. packing/posting plus statutory VAT.

European countries: € 141.30 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

Fax Subscription service: +49 89 203043-2100

E-mail [vertriebsservice@springernature.com](mailto:vertriebsservice@springernature.com)

#### General conditions:

Please note the General Terms and Conditions you can find at [www.mediacentrum.de](http://www.mediacentrum.de).

#### Bank account:

UniCreditBank AG, Munich, Germany

IBAN: DE02 7002 0270 1830 2092 00

BIC: HYVEDEMMXXX

#### Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 152942001

## FAIRS

### ISSUE 1

AD 01.12.21

CD 14.12.21

PD 11.01.22

Mines, caves and grottos  
Palaces, castles, monasteries  
Floral exploration trips

City trips: Jewels in the East  
(Erfurt, Jena, Dresden, Weimar, Leipzig)

**Day of Bus Tourism**, 10.01.2022  
**CMT**, Stuttgart, 15.01.-23.01.2022  
**VPR VIP-Meeting**, Bremen, 03.02.-05.02.2022  
**f.re.e**, Munich, 16.02.-20.02.2022

### ISSUE 2-3

AD 27.01.22

CD 09.02.22

PD 01.03.22

Preview ITB Berlin  
Study trips & team events  
Worlds of Experience / Zoos and animal parks  
Railways, nostalgia trains & mountain railways  
Summer events & open air plays  
*Close-up experience: „History“*  
  
Travel insurances

City trips: Berlin  
Region special: Ore Mountains and Vogtland  
Region special: Coast of Croatia  
Country special: Austria (Burgenland/Carinthia/  
Upper Austria/Lower Austria/Vienna)  
Country special: Italy, Netherlands, Poland

**ITB**, Berlin, 09.03.-13.03.2022

### ISSUE 4

AD 10.03.22

CD 23.03.22

PD 12.04.22

Tourist navigation  
Breweries, distilleries & wineries  
*Close-up experience: „Tradition“*

City trips: Hamburg  
Region special: Saarland  
Country special: Austria (Tyrol/Salzb./Styria/Voralb.)  
Country special: France, Croatia, Switzerland

**BUS2BUS**, Berlin, 27.04.-28.04.2022

### ISSUE 5

AD 04.04.22

CD 20.04.22

PD 10.05.22

Shopping trends  
Wellness, recreation & active tours  
City trips & popular destinations

Lake special: Lake Constance  
Region special: Thuringia  
Country special: Great Britain, Ireland  
Country special: Netherlands

### FAIRS

#### ISSUE 6

AD 03.05.22  
CD 16.05.22  
PD **07.06.22**

Worlds of Experience  
Pleasure  
Castles, courtyard gardens & parks  
UNESCO

Region special: Saxony, Bavaria  
Region special: South Tyrol  
Country special: Slovenia  
Country special: Scandinavia  
Country special: Hungary

#### ISSUE 7

AD 31.05.22  
CD 14.06.22  
PD **05.07.22**

Preview RDA Group Travel Expo  
Group travel: Highlights Austria 2022/23  
Experiencing knowledge!

Region special: Baden-Württemberg

#### ISSUE 8

AD 30.06.22  
CD 13.07.22  
PD **02.08.22**

Christmas markets  
Educational trips  
*Close up experience: „Automotive history“*

Region special: Mecklenburg-Western Pomerania  
Country special: Switzerland

#### ISSUE 9

AD 08.08.22  
CD 23.08.22  
PD **13.09.22**

Winter journeys, Christmas markets  
Group tours prospects 2023  
Fascination: Airport

Region special: Adventure land Brandenburg  
Country special: Slovakia, Czech Republic

#### ISSUE 10

AD 07.09.22  
CD 20.09.22  
PD **11.10.22**

Musicals, music travels and festivals  
Air and long-distance travels  
Shopping & savoring

City trips: Berlin  
Two cities. One state: Bremen & Bremerhaven  
Region special: Saarland  
Region special: Lower Saxony



### FAIRS

#### ISSUE 11-12

AD 13.10.22

CD 27.10.22

PD 17.11.22

Museums, art and cultural trips

Wellness & spa, spa vacations

Pilgrimages

Stop-over-destinations & motorway service stations

Jubilees & events 2023

Travel insurances

City special: Hanseatic cities

Region special: Sauerland

Region special: Rhineland-Palatinate

Region special: Vacation region Franconia

• Annual calendar

#### ISSUE 1/23

AD 30.11.22

CD 13.12.22

PD 10.01.23

Barrier-free destinations

Bus & Flower

Palaces, castles, monasteries

Mines, caves and grottos

City trips: Jewels in the East

CMT, Stuttgart, 21.01.-29.01.2023

This overview of planned topics for 2022 is intended to facilitate your advanced planning. The editor reserves the right to make changes.

### MAGAZINE FORMAT

230 X 300 mm



**FRONT COVER**

—  
230 x 186 mm\*\*



**1/1 PAGE**

199 x 268 mm  
230 x 300 mm\*



**1/2 PAGE UPRIGHT**

97 x 268 mm  
115 x 300 mm\*



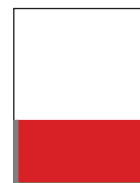
**1/2 PAGE HORIZONTAL**

199 x 134 mm  
230 x 152 mm\*



**1/3 PAGE UPRIGHT**

63 x 268 mm  
81 x 300 mm\*

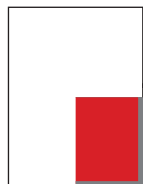


**1/3 PAGE HORIZONTAL**

199 x 90 mm  
230 x 108 mm\*

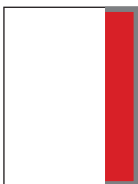
### MAIN MAGAZINE

Type area (w x h)  
Bleed size (w x h)



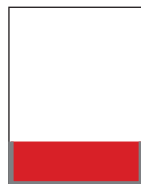
**1/4 PAGE BLOC**

97 x 134 mm  
115 x 152 mm\*



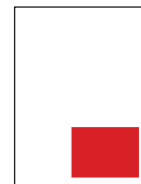
**1/4 PAGE UPRIGHT**

46 x 268 mm  
64 x 300 mm\*



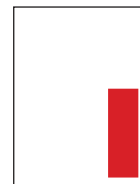
**1/4 PAGE HORIZONTAL**

199 x 67 mm  
230 x 85 mm\*



**1/8 PAGE BLOC**

97 x 67 mm  
—



**1/8 PAGE UPRIGHT**

46 x 134 mm  
—



**1/8 PAGE HORIZONTAL**

199 x 34 mm  
—

### MAIN MAGAZINE

Type area (w x h)  
Bleed size (w x h)

\* + 3 mm bleed

\*\* Placement address label: from below 4 cm, from left 2 cm; size address label: 85 mm x 50 mm (width x height)

Printing and binding process: Offset print, staple binding, 70 line/cm screen | Printing material delivery in digital form

**PRINT**



<b>FORMAT</b>	<b>4-COLOURS IN €</b>
Front cover	<b>6,060.00</b>
2./3./4. cover page	<b>4,440.00</b>
1/1 page	<b>3,570.00</b>
Junior page*	<b>2,140.00</b>
1/2 page	<b>2,100.00</b>
1/3 page	<b>1,600.00</b>
1/4 page	<b>1,115.00</b>
1/8 page	<b>545.00</b>
Surcharge placement:	
Binding placement instructions	<b>765.00</b>

\*Junior page:

- 1/2 page horizontal, turned upside
- Placed prominently in the middle of editorial content, this advert catches the eye particularly
- Format: 166 mm width x 230 mm height, plus 3 mm bleed  
Bleed on all outer edges

### DISCOUNTS:

For insertions within one insertion year (begins with the publication of the first ad)

### FREQUENCY SCALE

3 times	<b>3 %</b>
6 times	<b>5 %</b>
9 times	<b>10 %</b>
12 times	<b>15 %</b>

### QUANTITY SCALE

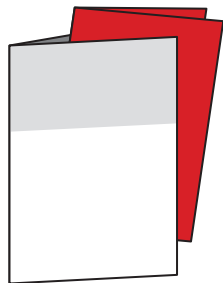
3 pages	<b>5 %</b>
6 pages	<b>10 %</b>
9 pages	<b>15 %</b>
12 pages	<b>20 %</b>

All surcharges do qualify for discounts. Front covers are not subject to discounts.

### TECHNICAL SPECIFICATIONS PRINT

In the case of supplying digital printing materials please note the information on our data ticket.  
You can find all information summarized [here](#) in a PDF.

### LOOSE INSERT



#### SPECIAL FEATURE

- Number of inserts available on request
- Partial inserts possible at press run of 5,000 copies
- Ads of a third party not allowed
- On request: As an additional service, printing of loose and inbound inserts possible.

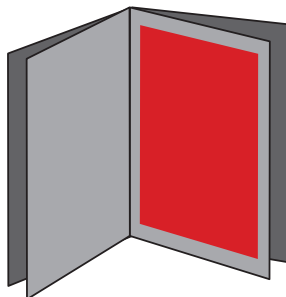
#### FORMAT

- Max. 223 mm width x 295 mm height

#### PRICE (not discountable)

- Up to 25 g total weight per thou. € 295.00
- Up to 50 g total weight per thou. € 470.00
- Per further 5 g total weight per thou. € 35.00

### ADVERTORIAL



#### SPECIAL FEATURE

- Content is editorially prepared and published
- High attention through editorial appearance
- Alternative to a classic ad

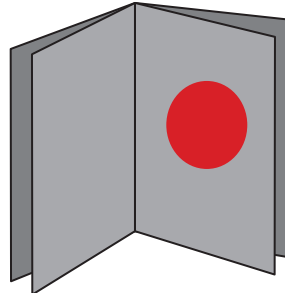
#### FORMAT

- 1/2 advertorial page
- 1/1 advertorial page
- 2/1 advertorial page
- 2/1 premium page (poster appearance)
- Positioning: first double page after the tourism news

#### PRICE

- on request

### CIRCULAR AD



#### SPECIAL FEATURE

- Eye-catcher through prominent positioning in the middle of editorial content
- No other ads on this page

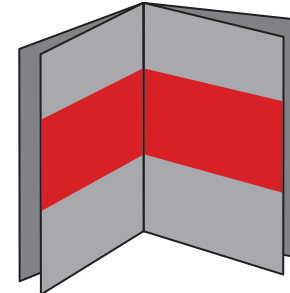
#### FORMAT

- max. Ø 90 mm

#### PRICE

- € 1,070.00

### BANDEROLE AD



#### SPECIAL FEATURE

- Central placement, therefore highest attention

#### FORMAT

- 460 mm width x 108 mm height in the bleed plus 3 mm bleed on all outer edges

#### PRICE

- € 3,765.00

### WALL CALENDAR

Feature your business with an ad on the 2023 OMNIBUSREVUE wall calendar, and stay visible to your customers all year round!

### SCHEDULE/FORMATS/CIRCULATION

Publication date	<b>17.11.2022</b>
(Supplement in OMNIBUSREVUE 11-12/2022)	
Ad deadline	<b>04.10.2022</b>
Closing date printing materials	<b>12.10.2022</b>
Format	<b>800 x 540 mm</b>
Circulation	<b>7,000 copies</b>

PRICE ON REQUEST

Premium ad  
190 x 85 mm



Premium ad  
190 x 85 mm

95 x 173 mm

	JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OKTOBER	NOVEMBER	DEZEMBER
1 Di	1 Fr	1 Fr	1 Mo	1 Mo	1 So	1 Mo	1 Do	1 So	1 Di	1 Fr	1 So	1 So
2 Mi	2 Sa	2 Sa	2 Di	2 Di	2 Di	2 Di	2 Fr	2 Mo	2 Mi	2 Sa	2 Sa	2 Mo
3 Do	3 So	3 So	3 Mi	3 Mi	3 Fr	3 Mo	3 Do	3 So	3 Di	3 Do	3 So	3 Di
4 Fr	4 Mo	4 Mo	4 Do	4 Do	4 Do	4 Do	4 Sa	4 Mo	4 Fr	4 Mo	4 Do	4 Mi
5 Sa	5 Di	5 Di	5 Fr	5 Fr	5 Sa	5 Mo	5 Do	5 So	5 Di	5 Do	5 So	5 Di
6 So	6 Mi	6 Mi	6 Sa	6 Sa	6 Mo	6 Do	6 So	6 Di	6 Fr	6 Mo	6 Do	6 Mi
7 Mo	7 Do	7 Do	7 Di	7 Di	7 Fr	7 So	7 Mo	7 Do	7 Sa	7 Mo	7 Do	7 So
8 Di	8 Mo	8 Mo	8 Do	8 Do	8 Mo	8 Do	8 So	8 Di	8 Fr	8 Mo	8 Do	8 Mi
9 Mi	9 Do	9 Do	9 Mi	9 Mi	9 Do	9 So	9 Mo	9 Do	9 Sa	9 Mo	9 Do	9 Mi
10 Do	10 Mo	10 Mo	10 Do	10 Do	10 Fr	10 Mo	10 Do	10 So	10 Di	10 Do	10 So	10 Di
11 Fr	11 Do	11 Do	11 Mi	11 Mi	11 Do	11 So	11 Di	11 So	11 Mi	11 Fr	11 Mo	11 Mi
12 Sa	12 Di	12 Di	12 Fr	12 Fr	12 Sa	12 Mo	12 Do	12 So	12 Di	12 Do	12 So	12 Di
13 So	13 Mi	13 Mi	13 Sa	13 Sa	13 Mo	13 Do	13 So	13 Di	13 Fr	13 Mo	13 Do	13 Mi
14 Mo	14 Do	14 Do	14 Di	14 Di	14 Fr	14 So	14 Mo	14 Do	14 Sa	14 Mo	14 Do	14 Mi
15 Di	15 Mo	15 Mo	15 Do	15 Do	15 Mo	15 Do	15 So	15 Di	15 Fr	15 Mo	15 Do	15 Mi
16 Mi	16 Do	16 Do	16 Mi	16 Mi	16 Do	16 So	16 Mo	16 Do	16 Sa	16 Mo	16 Do	16 Mi
17 Do	17 Mo	17 Mo	17 Do	17 Do	17 Fr	17 Mo	17 Do	17 So	17 Di	17 Do	17 So	17 Di
18 Di	18 Mo	18 Mo	18 Do	18 Do	18 Mo	18 Do	18 So	18 Di	18 Fr	18 Mo	18 Do	18 Mi
19 Mi	19 Do	19 Do	19 Mi	19 Mi	19 Do	19 So	19 Mo	19 Do	19 Sa	19 Mo	19 Do	19 Mi
20 Do	20 Mo	20 Mo	20 Do	20 Do	20 Fr	20 Mo	20 Do	20 So	20 Di	20 Do	20 So	20 Di
21 Mo	21 Do	21 Do	21 Mi	21 Mi	21 Do	21 So	21 Di	21 So	21 Mi	21 Fr	21 Mo	21 Mi
22 Di	22 Mo	22 Mo	22 Do	22 Do	22 Fr	22 Mo	22 Do	22 So	22 Di	22 Do	22 So	22 Di
23 Mi	23 Do	23 Do	23 Mi	23 Mi	23 Do	23 So	23 Mo	23 Do	23 Sa	23 Mo	23 Do	23 Mi
24 Do	24 Mo	24 Mo	24 Do	24 Do	24 Fr	24 Mo	24 Do	24 So	24 Di	24 Do	24 So	24 Di
25 Fr	25 Do	25 Do	25 Mi	25 Mi	25 Do	25 So	25 Di	25 So	25 Mi	25 Fr	25 Mo	25 Mi
26 Sa	26 Di	26 Di	26 Fr	26 Fr	26 Sa	26 Mo	26 Do	26 So	26 Di	26 Do	26 So	26 Di
27 So	27 Mi	27 Mi	27 Do	27 Do	27 Mo	27 Do	27 So	27 Di	27 Fr	27 Mo	27 Do	27 Mi
28 Mo	28 Do	28 Do	28 Mi	28 Mi	28 Do	28 So	28 Mo	28 Do	28 Sa	28 Mo	28 Do	28 Mi
29 Di	29 Mo	29 Mo	29 Do	29 Do	29 Fr	29 Mo	29 Do	29 So	29 Di	29 Do	29 So	29 Di
30 Mi	30 Do	30 Do	30 Mi	30 Mi	30 Do	30 So	30 Di	30 So	30 Mi	30 Do	30 So	30 Di
31 Do	31 Mo	31 Mo	31 Do	31 Do	31 Fr	31 Mo	31 Do	31 So	31 Di	31 Do	31 So	31 Di

2023

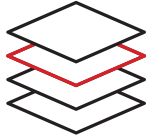
95 x 85mm

190 x 85 mm

190 x 85 mm

190 x 85 mm

95 x 85mm



PRINT

## THE SPECIAL PART AS A „MAGAZINE-WITHIN-A-MAGAZINE“

The special part of the magazine features a mixture of editorial reporting and **PR content**. With one-page and double-page advertorials, partners of the touristic and technical bus sector have the opportunity to give a more detailed presentation of their products and destinations than would be possible in a classical ad. An editorial introduces the reader to the topic. Independent newflashes about the bus sector and providers as well as articles complete the contents.

PRICE ON REQUEST

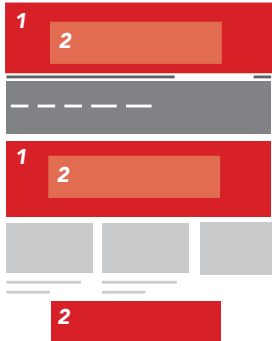
## PRINT AND ONLINE PRESENCE

In addition, we can also present your company contribution as an **online advertorial** in the appropriate environment on our responsive website [www.omnibusrevue.de](http://www.omnibusrevue.de). This enhances your cross-media contact chances considerably.

With an extra charge of **€ 149**, you can further advertise target-oriented on the online service of the trade magazine.



DIGITAL



### 1 BILLBOARD

#### FORMAT

- 950 x 250 px (max. 80 KB)

#### CPM\*

- € 150.00

### 2 SUPERBANNER

#### FORMAT

- 728 x 90 px (max. 80 KB)

#### CPM\*

- € 95.00



### 1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

#### FORMAT

- 300 x 250 px (max. 80 KB)

#### CPM\*

- € 95,00

### 1 + 2 HALF PAGE

#### FORMAT

- 300 x 600 px (max. 80 KB)

#### CPM\*

- € 150.00



### 1 SKYSCRAPER

#### FORMAT

- 160 x 600 px (max. 80 KB)

#### CPM\*

- € 95.00

### FURTHER FORMATS ON REQUEST.

We'll be happy to advise  
you!

#### TECHNICAL SPECIFICATIONS

#### ONLINE

You can find all information  
summarized [here](#) in a PDF.



## DIGITAL

Every Thursday, OMNIBUSREVUE informs the deciders and managers with an up-to-date and informative online newsletter.

### **REGISTRATION:**

newsletter.springerfachmedien-muenchen.de/or

### **DURATION/PLACEMENT:**

Duration, number and date of the advert placement can be varied according to your needs and are subject to availability. A selection by postcode areas or industry sectors is not possible.

<b>AD FORMAT</b>	<b>PLACEMENT</b>	<b>SIZE IN PX</b>	<b>PRICE IN €</b>
Cross/Full-Size Banner*	1	650 x 150	275.00
TextAd**	2	650 x 366	275.00
Medium Rectangle**	3	300 x 250	275.00

\* on all placements possible  
\*\*starting from the 2<sup>nd</sup> spot



### **TECHNICAL SPECIFICATIONS NEWSLETTER**

You can find all information summarized [here](#) in a PDF.





### DIGITAL

The online advertorial appears among the current news on the portal of [www.omnibusrevue.de](http://www.omnibusrevue.de).

#### **PRESENTATION:**

- Lead picture with two decorative pictures (620 x 385 px, .jpg, .gif)
- Headline: max. 60 characters incl. blanks, Teaser: max. 150 characters incl. blanks
- Body text with max. 5,000 keystrokes
- **OPTIONAL:** Text for short infobox, e.g. above your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for a picture gallery (620 x 385 px, .jpg)
- Note: Article is marked as an advert!



#### **AD FORMAT**

Online Advertorial

#### **PLACEMENT**

omnibusrevue.de

#### **DURATION**

1 week

#### **PRICE IN €**

1,570.00



DIGITAL

At [www.omnibusrevue.de/branchenverzeichnis/touristik](http://www.omnibusrevue.de/branchenverzeichnis/touristik) the bus entrepreneur can find package tour operator as well as partners for the bus tourism industry - hence your company as well.

Simple and clear structures offer the seekers a quick and efficient overview about existing enterprises on the market.

## OPTIONS

- **Premium entry:** displays your logo and comprises the most important contact details of you company.
- **Ultimate entry:** Enhance your visibility!  
You get the possibility to embed pictures and texts in your company presentation. Through the direct contact button a potential customer can request a return call, further information and brochures. Furthermore, the integration of Google Maps allows to view the company location.

Further information at:

[www.omnibusrevue.de/branchenverzeichnis/preise](http://www.omnibusrevue.de/branchenverzeichnis/preise)



## ENTRIES

PRICE IN €

Basic (address)

free

Premium (address + URL +  
portrait: products, referencen,  
image gallery, contact form)

299.00

Ultimate

(Premium + detailed company presentation)

599.00



### DIGITAL

#### **YOUR ADVERTISING OPTIONS WITH MOVING PICTURES**

At [omnibusrevue.de](https://omnibusrevue.de) you have the possibility to make an innovative expansion to your ad campaign with your own video.

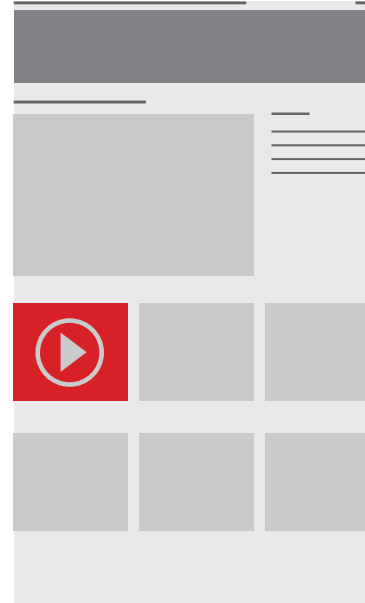
#### **OFFERS:**

- Insertion of your video
- Booking of Manager-TV (short interview shot at your location)
- Booking of a video film incl. on-site shooting and insertion
- Implementation of individual campaign wishes with moving pictures incl. linking of the printed ad in the e-paper to individual contents

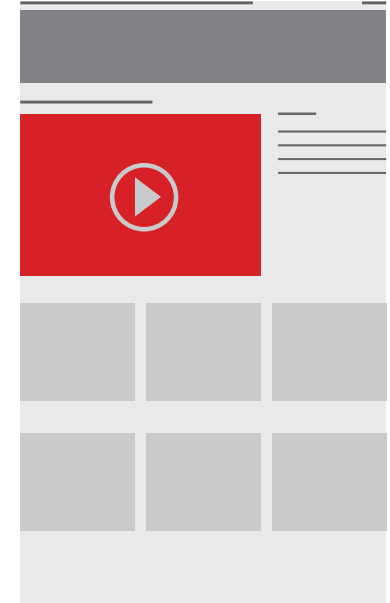
**PRICE AND TECHNICAL DETAILS ON REQUEST**

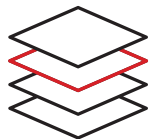


#### **PRESENTATION AS TOP ARTICLE FOR ONE WEEK**



#### **PRESENTATION IN THE MEDIA LIBRARY FOR FURTHER SIX MONTHS**





## PRINT

### YOUR MESSAGE IN EDITORIAL STYLE: THE PLATFORM FOR YOUR NATIVE ADVERTISING

In a print advertorial, a special editorial format is styled like an article.

The ideal complement is accompanying publication of the content as a digital advertorial on the trade magazine portal.







## DIGITAL

In addition to your advertorial, choose your preference package of advertising means!

## MEDIA PACKAGES

### ADVERTISING MEANS

	<b>ULTIMATE</b> <b>PRINT &amp; ONLINE</b>	<b>PREMIUM</b> <b>PRINT &amp; ONLINE</b>	<b>BASIC+</b> <b>PRINT &amp; ONLINE</b>
Publication magazine <b>Print</b>	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use <b>Online-PDF</b>	✓ web-PDF	✓ web-PDF	✓ web-PDF
Publication as <b>Online Advertorial</b>	 1 week	 1 week	
Newsletter placement <b>TextAd</b>	 3 x	 2 x	
4 pages digital print <b>Special print</b>	✓ 1,000 copies		
	2/1 € 6,980.00	1/2 € 3,660.00 1/1 € 4,380.00	1/2 € 1,825.00 1/1 € 2,590.00



**DIGITAL**





## NATIVE CONTENT IN TOP FORM: SPECIAL EDITORIAL FORMATS ON THE TRADE MAGAZINE'S ONLINE PORTAL

An online advertorial places your message in the style of native advertising, with the layout of an online article.

**In addition to your online advertorial,  
choose your preference package of  
advertising means!**

## MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online Advertorial <b>Startpage</b>	✓ 7 days	✓ 7 days	✓ 7 days
Newsletter placement <b>TextAd</b>	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement <b>CleverPush</b>	 2 x	 1 x	
Banner placement <b>Rectangle</b>	 30'PI	 20'PI	
SocialMedia ad service <b>Promotion</b>	✓ € 1,000.00		
	€ 6,990.00	€ 4,590.00	€ 1,990.00



## DIGITAL INNOVATION: EDITORIAL WEB SPECIAL ON THE MAGAZINE PORTAL






A web special, presented by the respective trade magazine on an individually designed website, draws attention to products and services.

As a native advertising format, the web special stands for itself, presents a beacon topic quickly and prominently and is easy to be teased and linked via all digital channels.

**In addition to your web special, choose your preference package of advertising means!**

## MEDIA PACKAGES

### ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Expert editorial text + layout <b>Startpage</b>	✓ Full service	✓ Full service	✓ Full service
Number of chapters <b>Extent</b>	6 chapters	4 chapters	1 chapter (onepager)
<b>Duration</b>	8 weeks	6 weeks	6 weeks
Newsletter placement <b>TextAd</b>	 8 x	 6 x	 6 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x	
Portal placement <b>Banner</b>	✓ 100' PI		

Prices on request







## BACKGROUND KNOWLEDGE MEETS INDUSTRY PROFESSIONALS: A WHITE PAPER BRINGS CONTENT AND USER TOGETHER

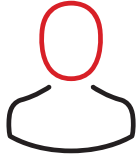
In a white paper beneficial content is processed as a digital online publication. The PDF is available for download on the online presence of the trade magazine and uses its range for generating leads.

**In addition to your white paper, choose your preference package of advertising means!**

## MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	BASIC+
Expert editorial text + layout <b>Full service</b>	✓ Full service	Customer delivers PDF
Duration <b>Lead generation</b>	<b>8</b> weeks	<b>4</b> weeks
Newsletter placement <b>TextAd</b>	✓ 8 x	✓ 4 x
SocialMedia placement <b>Posting</b>	 4 x	 2 x
Startpage placement <b>Banner</b>	 100' PI	 50' PI
Clever Push <b>Notification</b>	✓ 1 x	✓ 1 x
<b>Prices on request</b>		



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Italy, Switzerland, Benelux

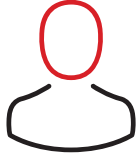
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